

*Research article***Academic alienation and marketization of scientific production: A study on business and management discipline**

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Abstract: Academic area, which is the place of scientific production, and academics, which are the subjects of academic production, is more and more involved in the process of alienation from day to day. Capitalist relations of production continue to dominate in the academic field as well as in every field. Accordingly, scientific production, which has started to become marketed, is the most influential factor in the alienation process of academicians. In addition, the specialization in the academic field also damages the ability of academics to assess phenomena. In the subjects discussed, academicians, who made their evaluations according to only their disciplines, in which they were stuck, came to a state of being disinterested about social problems when they came together with marketed academic production. In this study, academic alienation and as the processes of this, the marketization of intellectual labor, the power relations in the working environment of academics and the division of labor are emphasized. Academic promotion and appointment, which is a reality of academic life, has also been briefly examined. The current literature about the issue was examined. Then Turkey's fundamental problems in business life were identified. Finally, how much space these problems found in the publications of faculty members who continue to work in the business disciplines was detected. For this purpose, Management and Organization Congress, National Business Congress and Organizational Behavior Congress, which has an important place in the discipline of business and management, were included in the study. The findings showed that academics were apathetic about social problems and they did not give any place to social problems in their researches.

Keywords: Academic Alienation, Scientific Production, Business and Management Discipline

JEL Classification: D23, H52, I23

1. Introduction

At the beginning of the study, there is the question about why do we need to write about the subject of alienation in the academy. The clear answer to this problem is that the people who work on this project have a problem in this regard and believe in that it is a duty to declare it.

In this study, it will be tried to understand the dimensions and processes of alienation in academia, with a critical view of the relationship of the academy with the capitalist system and the transformation of the scientific production into a tool that reproduces the system.

Structural problems in scientific production and in universities, which are the places of scientific production, are one of the long debated issues. The relationship between the scientific

production and academy, which is an important element in understanding the social, economic and cultural structure of the society, and its connection with social problems, indicate the existence of the problems such as the displeasing quality and marketization of the produced works. The academy, which continues its existence in a capitalist system and tries to prove its legitimacy in this system, conducts the scientific production with the aim of continuity and reproduction of the system. In order to explain alienation in the academy, it is necessary to look at the relationship between academics who are subjects of production and academic products that are objects of production. At this stage, the following three questions will be taken into consideration as a basis: Why and for whom does the academician produce? How does academician determine issues in scientific production? What is the connection between academician and scientific study produced by academician? When the data about the main problems of the society and the issues, which the academicians mainly work on, are examined, it will be seen that the questions are the answers that reveal the phenomenon of academic alienation.

The subject of the study is the academic production in the social sciences. Social sciences, as a result of their main features, have many contradictions such as objectivity and subjectivity, locality and universality. The reason for this is that social sciences have a systematic structure with many variables and parameters. Many issues such as power relations, individual relations, economic relations, cultural structures, norms and social processes are in the sphere of social sciences and these issues are interconnected. Therefore, the creation of artificial boundaries in the social sciences can be a problem in terms of the quality of scientific production and may also lead to alienation of the academician. In order to understand and explain a phenomenon or an event, it is necessary to evaluate it in many aspects. As a result, because of the marketization of scientific production, the content of scientific production is determined not by scientific elements (academics, social problems, need or curiosity) but by the power relations in the market. Scientific concerns have been replaced by economic and individual concerns. The appointment and professional promotion criteria within the academic structure and the power relations related to the academic title increase the quantity when decreasing the quality. Moreover, the artificial boundaries in the social sciences have limited the working areas of the academician. The way of salvation from these elements constituting academic alienation is perhaps in the nature of science itself and questioning.

2. Alienation

Man created his mental development and the condition of being by creating his own product and the means by which this product is to be realized. The production, no doubt, was built on solving the problems in his life. These produced things contained the method of perceiving his problems and the suggestions of solutions. Undoubtedly, they were not independent of society and it was a meaningless job to produce more from social needs. With the Industrial Revolution, and before it with a certain degree of manufacture, man (as a worker) moved away from the planned production style and found himself in a production conception ruled by market realities. In the later processes, with the advancement of mechanics, his labor became independent of his own needs under domination. Moreover, it was not only a matter of not having the possession of the product of the production but at the same time, because he became a part producer, he did not know the meaning of what he produced. In addition, this produced commodity did not have an image embedded in his life. In addition to all this, the production process has transformed him into a machine chapter that constantly does the same job, and his mental ability has gone. The meaningless of the produced thing has dragged him into a depression against the outside world and complicated his perception toward the external environment. There was no other way than to carry out these processes every day in order to survive.

3. Labor division

If we are to deal with the issue of alienation, we first need to explain the concept of “division of labor”. Nowadays we are living in a world, which has very complicated but also intertwined, independent, but at the same time much more dependent work and production structures. Each

individual is now more competent in his work, more experienced, specialized and capable of taking much more efficient results. However, behind this specialization lies a long process of education and practice. The individual who divides most of his time into his field of work is dependent on other specialized individuals in other fields. For example, while a real estate agent cannot handle a disease scientifically today, a doctor also cannot use a tractor as efficiently as an agricultural laborer and get good results. Society is now a society of highly dependent experts. Since society's tendency to specialize was recognized early, the division of labor is a subject that has been studied and studied by many thinkers from Plato to William Petty, from David Hume to Adam Smith and Karl Marx.

In summary, in any structure, in order to be able to specialize the persons, the work to be done must be divided into sections and in this way, the ability, natural resources, production inputs and equipment could be used in the highest possible efficiency. Despite the increase in economic efficiency, the division of labor reduces the ability of workers according to Marx, the quality required by complex jobs disappears, and the worker specializes only in one area. Therefore, this can be defined as one of the introductions to the alienation process (Marx, 2013, pp. 9-57).

Moreover, according to Durkheim (1984, p. 2), the work-division is not only in the economic field but also in many areas of society:

Yet the division of labour is not peculiar to economic life. We can observe its increasing influence in the most diverse sectors of society. Functions, whether political, administrative or judicial, are becoming more and more specialised. The same is true in the arts and sciences. The time lies far behind us when philosophy constituted the sole science. It has become fragmented into a host of special disciplines, each having its purpose, method and ethos. From one half-century to another the men who have left their mark upon the sciences have become more specialized.

Max Weber also states that (Gerth and Mills, 1946, p. 134):

In our time, the internal situation, in contrast to the organization of science as a vocation, is first of all conditioned by the facts that science has entered a phase of specialization previously unknown and that this will forever remain the case.

By contrast with this specialization tendency, the quality of the work that arises in academic production requires a representative who dominates the rules of a few fields, especially in the field of social sciences, rather than research from a single perspective. Alienation at the academy also concerns the division of academic fields. The academician perhaps is not alienated to a material object as a blue collar that makes part production. However, he is only the stranger of a mental commodity that contains higher intellectual labor. The idea that he produces and evaluates is not a problem and solution that contains many titles, but the needs of the market and the understanding of the solution of the market. Moreover, an academic enlarges the literature in the field, just as a blue-collar worker enlarges the world of objects, and enhances the alienation of not only himself but also other academics and white-collar workers indirectly affected by it.

Wallerstein notes that the distinctions within the social sciences are artificially created distinctions. Anthropology, sociology, political science, psychology, history have universities and research fields as a separate discipline. These distinctions formed in the nineteenth century turned into categories in the sense we used today in the 1945s. The dominant ideology of the period, liberalism, was influential at these distinctions. From this point of view, state-politics and market-economy are treated as two separate areas at the analytical level whereas according to Wallerstein, economic, political, and socio-cultural areas are not separate and autonomous areas, and they have no logic that operates differently. (Yeşildal, 2012, p. 176)

This division in the scientific field has undoubtedly created more incompetent academicians in terms of social issues, the view of the world and their sustainability. However, academics who exceed these boundaries may find themselves isolated, broken off and intellectually homeless (Krishnan, 2009, p. 23).

The idea, which was started by Report of the Gulbenkian Commission on the Restructuring of the Social Sciences (1996, p. 98) also reveals some important points:

What seems to be called for is less an attempt to transform organizational frontiers than to amplify the organization of intellectual activity without attention to current disciplinary boundaries. To be historical is after all not the exclusive purview of persons called historians. It is an obligation of all social scientists. To be sociological is after all not the exclusive purview of persons called sociologist. It is an obligation of all social scientists. Economic issues are not the exclusive

purview of economists. Economic questions are central to any and all social scientific analyses. Nor is it absolutely sure that professional historians necessarily know more about historical explanations, sociologists more about social issues, economists more about economic fluctuations than the other working social scientists. In short, we do not believe that there are monopolies of wisdom, nor zones of knowledge reserved to persons with particular university degrees.

4. Processes and means' of academic alienation

Alienation is a theological interest from ancient philosophers. However, this research will do it as alienation in the field of intellectual production, which has multiple reasons.

Although alienation often appears to be related to industrial workers, it is not just a phenomenon in their field. Even if there are differences in the processes, it cannot be said that the results are different in the academy. In the information epoch we live in, universities are now places of production. Academics are its workers and academic production is also its commodity (Alakavuklar, Dickon & Stablein, 2017, p. 3). The white-collar worker began to look like a blue-collar worker from day to day as a living condition. Intellectuals have now become more and more similar to the proletariat. There are two reasons for this, firstly the concerns of material livelihood and the struggle for life are as real as the workers for academicians, and secondly, they face the oppression of the administration (Foucault, 1976, pp. 12-14). At this time when the understanding of the social state goes back, the academics face a more precarious working environment. The social utility of the scientific work created by the academics starts intentionally or unintentionally being thrown into the background. Instead of making the scientific production in the way that he wants to do or in the field, he wants to do, the academics turn their attention to a certain area in order to exist in the education market, and this area is generally one of the prestigious fields in the market. This process is one of the clearest examples of its alienation.

Academic alienation is based on many factors from inside and outside the academy. Today, universities are waiting for academicians to represent the university by publishing in the highest-rated journals. In this way, universities are trying to increase the percentages of financial funds that are limited by proving the performance of academicians (Alakavuklar et al., 2017, p. 7). Although some academics find the evaluation criteria to be based on financial issues incorrect and argue that they follow his own course of research and teaching, the pressure on them increases. (Worthington & Hodgson, 2005, p. 96; Kalfa, Wilkinson & Gollan, 2018, pp. 2-3). This means that it is important where the academician publishes this article and how it generates a return, rather than the subject it deals with. The use of the journal list to assess the quality of research undoubtedly causes a reduction in academic freedom (Mingers & Willmot, 2013, p. 1065). The neoliberal management approach has somehow associated higher education with economics (Jankowski & Provezis, 2012, p. 476).

The basic understanding of quality in higher education has become a continuous organizational and professional self-development and self-regulation culture that provides services for better money in line with global needs. Those educators, who accept the role of education as the development of critical thinking and culture, will find themselves classified as radical or conservative. Moreover, they will be defined as defenders of an outdated thought and individuals who cannot adapt to the concept of "quality" that needs to be constantly renewed (Worthington & Hodgson, 2005, p. 98).

The academician, who produces under this kind of pressure, departs from the social problems, which must be solved, and the ethical understanding and finds himself in the subjects that top scientific journals accept and handle. In addition to this, when the academic labor division of the social sciences is added, management intellectual handles the issues with a myopic perspective.

Dunne, Harney & Parker (2008, pp. 272-273) note that:

In a survey we have conducted of the articles published within the top business and management journals over two years, we found that over 98% did not acknowledge the relationship between business practice and war, global violence or the displacement and dispossession of populations. Over 90% paid no substantial attention to unsafe or exploitative working conditions around the world. Two thousand two hundred and ninety-six of the top 2,331 articles we surveyed did not consider questions of race, international migration or neo-colonialism. And despite the increasing attention being afforded to ethical business practices, almost 85% of the articles surveyed failed to

examine the issues of corporate social responsibility or business ethics. In fact, our study found a remarkable lack of attention being paid to the pressing social and political issues of our day.

Even though (Nair & Vohra, 2010, p. 603) assume that knowledge workers, in other words, intellectuals are known as the group, which resists to commands and pressures from administration, Oleksiyyenko say otherwise. In the West and the East, an increasing number of universities embrace the industrial template of the academic organization and the academic staff consists of privileged academics and younger academics who can tolerate mobbing under the fear of dismissal. Under the pretext of enhanced productivity and corporate usefulness, the factory model stifles academic freedom, pollutes learning processes and corrupts community relations (Oleksiyyenko, 2018, p. 1). Although organizational psychology identifies job insecurity as implicated in the health, wealth and wellbeing of workers (Knights & Clarke, 2013, p. 336), today, many of academic workers face this risky situation. For the professors involved in administration, there is also an ironic dimension. They are both practitioners and victims of this oppressive understanding (Scott, 2007, p. 209).

Trying to overcome this alienation, academicians continue their lives in the midst of internal and external conflicts. On the one hand, the academician who is satisfied with the benefits and social use of the studies he produces, on the other hand, he also feels that his studies are constantly under control (Hall, 2018, p. 103). It is clear that the academician today represents alienated labor. He is now far from social problems, holistic scientific research, and freedom. For the many reasons mentioned above, he is now a slave of his own production.

4. Quality of academic production in Turkey

As of 2016, the academic incentive regulation¹ was published and implemented by the Turkish Council of Higher Education in order to increase the quantity and quality of academic studies and to make payment based on academic performance. This practice, which appears to be a merit-based practice that rewards academic labor and productivity, has become an important tool for transforming scientific production into mass production. Öztürk (2019) used the expression “technical academician” and explained the reason for this:

It was not difficult to predict that this regulation would evolve into today's situation even when it came out with its innocent and simple content. Paying a fuller wage to academicians who take part in more publications, speeches, and projects was an attempt at complying with the morals of merit in order to reward one's labor and productivity. But once entered this path, inevitably the “saying” itself would become more important than what was said. The pattern of making science that breaks the connection of science with criticism and freedom and the pattern of making science that reduces science to technology and the scientist to the technician summarizes the basic philosophy behind the academic encouragement not only in the natural sciences but also in the social sciences.

Öztürk also concerns with one of the problematic of this study, which is the relationship between capitalism and scientific studies and states: “Science also becomes formal when it is done in accordance with capitalism.”

In addition, as a result of the reduction of academic achievement to the incentive points, a competitive environment is formed, and academicians who have to prove themselves enter into a race that needs to produce more and more.

Even though (Okumuş & Yurdakal, 2017; Turhan and Erol, 2017; Karataş Acer & Güçlü, 2017) have some positive opinions about academic incentive, they state that quantitative publication increase will decrease the quality and create ethical problems. Karataş Acer and Güçlü (2017) have referred to the different dimensions of the issue. They verbalize that the policy of the expansion of higher education in Turkey lowers the quality of the academy due to an increasing number of universities.

Cemaloğlu (2018) classifies the problems of academic incentive applications as follows:

¹ Promulgation of the Academic Incentive Allowance adjudicated by the statement of Ministry of Education, which was dated 13/12/2015 and numbered 12813099 and it, was determined by the Council of Ministers in 14/12/15 according to the additional 4th article of Higher Education Personnel Canon dated 11/10/1983 and numbered 2914. According to this, academic incentives will be given to academic studies made by faculty members of government higher education institutions, from 2016 onwards (YOK, 2019).

- The most problematic aspect of the application of academic incentives is that the regulations, projects, research, publications, citations, etc. are not clearly defined.
- Due to academic incentive, the number of articles increased from 70 to 1500 per year. Academicians began to write 20 articles per year alone.
- After 2016, the number of international congresses also increased. In these congresses, commercial objectives are at the forefront and there are uncertainties in congress processes and contents.

In addition, the inequality of power formed by the hierarchical structure in the academy gives superior academicians a tool, which they can use to force subordinate academicians to create academic publishing. (Şahin, Tabak & Tabak, 2017)

Considering the statistical data, the following results were obtained:

Distribution of beneficiaries of academic incentives in public universities is as follows; in 2016, 25,988 of 120,000 teaching staff; in 2017, 44,036 people from 111,000 teaching staff were able to benefit from the academic incentive program. In 2018, the number of teaching staff who benefits from incentives increased by 30% to 54,366 among 124 thousand individuals (Karadağ & Yücel, 2018). Unlike quantitative increase, when citation numbers that are referred to a qualitative indicator of publications considered, in 2015-2016 there is no Turkish university in the first 250 universities in the world rankings (URAP, 2016).

Incentive, according to Turkish Language Association, means "encouragement" and "provoking someone to do a bad job". Although the academic incentive was created for the first meaning, what is currently being done meets the second meaning. Therefore, this will unfortunately, result in a decrease in the quality of academics and publications.

6. The Phenomena and the Issues of Turkey's Business Life

Some of the main problems of the business life of Turkey's geography is as follows: unemployment, work accidents, immigrants and precarious work. Turkey's unemployment rates, according to the Turkey Statistical Institute (TUIK, 2019a) data for the last 5 years, were determined as respectively 9.9%, 10.3%, 10.9%, 10.3% and 10.8%. The rates of workers lost their lives due to occupational accidents were determined for the last 6 years (TUIK, 2019b) as 1235, 1886, 1730, 1970, 2006 and 1923 respectively, according to the data of the Occupational Health and Safety Council. Turkey has long been one of the EU candidate countries and these rates reveal how high are Turkey's worker death rates compared to Germany, which is in terms of its population the closest EU country to Turkey. Since the registration of workers' deaths due to occupational accidents in Germany could not be reached, the following two tables have been calculated by us based on the mortality rate per 100,000 workers and employment data. Although it is not possible to reach the statistics of Germany after 2016, it is clear that this is sufficient to show the difference. In Germany, worker deaths were determined as 418, 463, 415 and 380 respectively between 2013 and 2016. These numbers reveal an immense difference compared to the rates that belong to Turkey. Furthermore, it can be easily observed that there is an upward trend in Turkey about occupational accidents and worker death rates. In order to be able to evaluate the circumstance better, countries which are according to their population the nearest to Turkey have been recorded in the following table with their worker death rates per 100.000 workers.

Table 1. Germany, Employed Persons per Years

<i>2013</i>	<i>42.3 Million</i>
<i>2014</i>	<i>42.5 Million</i>
<i>2015</i>	<i>42.8 Million</i>
<i>2016</i>	<i>43.2 Million</i>

Source: Tradingeconomics, 2019.

Table 2. People Killed in Accidents at Work, Rates per 100.000 Employees

Countries / Years	2013	2014	2015	2016
Germany	0.99	1.09	0.97	0.88
United Kingdom	0.92	0.81	0.83	0.80
France	2.96	2.70	2.57	2.74
Italy	2.31	2.34	2.42	2.11
Spain	1.88	1.93	2.30	1.92

Source: Eurostat, 2019.

Another big problem in Turkey is also refugees. According to the United Nations High Commissioner for Refugees, Turkey ranks first in the world with 3.5 million refugees it hosts. After the outbreak of civil war in Syria, the numbers of refugees who live in Turkey has increased exponentially. Even if refugees are granted state support on some issues, they need to work in order to survive and therefore to be involved in the workforce. There have been 1.7 million Syrian refugees who are in the workable age groups in Turkey by 2017 and the number of Syrians who actually works in Turkey runs between 500,000 and 1,000,000 (İçduygu & Diker, 2017, pp. 22-24).

Another problem is the precarious work in Turkey. In defining the concept of precarious work, the uncertainty of the employment period, the numbers of employers which are more than one, the implicit or ambiguous employment relationship, the difficulty of access to social protection and employment-related assistance come to the fore (Güler, 2015, p. 158). In this study, informal employment, which is seen as the main reason for all these titles, is examined. Unregistered workers recorded in the last 5 years according to Turkey's employment statistics data are as shown in the following table.

Table 3. Informal Employment Rates in Turkey

Years	Rates
2013	36.75%
2014	34.97%
2015	33.57%
2016	33.49%
2017	33.97%

Source: SGK, 2019.

7. Analysis of three main congresses

The last 5 declaration books of National Management and Organization Congress, National Business Congress and Organizational Behavior Congress, which are the most important organizations in the academic field of business and administration, have been examined regarding the topics unemployment, occupational accidents, precarious work, migrant and refugee workers. With regard to Hancıoğlu and Tekin's work, which is about the history of, National Business Congress and National Management and Organization Congress, first three titles of National Business Congress were entrepreneurship, innovation and institutionalization, while in National Management and Organization Congress these three titles were identified as innovation, operational performance and entrepreneurship (Hancıoğlu & Tekin, 2017, pp. 92-94).

Our analysis was carried out without taking into account the qualitative values of the articles and the main purpose of the analysis was to quantify the extent to which the problems identified above occupy a place in the publications of business and administration academics.

The 22nd issue of the National Management and Organization Congress published in 2014 has no articles on unemployment, work accidents, precarious work and refugee and migrant workers. In the 23rd issue published in 2015, there is no article on unemployment, work accidents and precarious work whereas there is one article about immigrants entering the labor market. In the 24th issue published in 2016, 2 articles on unemployment have been found, and one of these articles have

addressed the issue of precarious work. There are no articles on occupational accidents and refugee and migrant workers. In the 25th issue published in 2017, there is no article on unemployment, work accidents, precarious work, refugee, and migrant workers just as in the 22nd issue. In the last issue, which was published in 2018, two articles on occupational accidents and two articles dealing with migrants and refugees have been identified. No articles have been found concerning unemployment and precarious work.

In the 13th issue of the National Business Congress, published in 2014, no article has been found on unemployment, work accidents, precarious work, and refugee and migrant workers. In the 14th issue published in 2015 could not be examined because it could not be reached. In the 15th issue published in 2016, there are two articles on unemployment and migrant and refugee workers, while there is no article on occupational accidents and precarious work. In the 16th issue published in 2017 and in the 17th issue published in 2018, there are no articles on identified problems as in 2014.

In the first issue of Organizational Behavior Congress published in 2013, no article has been detected on unemployment, occupational accidents, precarious work, refugee, and migrant workers. In the second issue published in 2014, 1 article about precarious work was found, while no article on other titles was identified. In the third issue published in 2015, 1 article on occupational accidents and one article on precarious work were detected, while no other article was found that deals with the other two topics. In the fourth issue published in 2016, no article on any of these four headings has been identified. In addition, the fifth issue published in 2017 does not contain any articles on these four main problems.

The total number of papers in all the congresses is 2129. For the congresses whose the number of papers has not been reached, the average number of papers of previous years has been taken as the basis. The 14th issue of National Business Congress published in 2015 has not been included in the calculation, as the content has not been available. In the calculated 2129 papers, a total of 13 papers on the aforementioned problems have been found. This mathematically points to 0.61%.

5. Conclusion

Today, the neo-liberal conception of governance prevailing in every field prevails also in universities. The academicians, who are part of the university community and who play the most vital role in the functional work of this community, have now become the machines shaped by this management and production approach. Within the current processes, academicians have become irrelevant to the social phenomena and the problems that must be taken into consideration in the scientific production process. Society and social phenomena, especially problems, have been excluded from universities and academia. The indifference shown by the above findings was only determined by a study conducted in a narrow area. The scale of social problems to be investigated has not been expanded because it exceeds the scope of this study, but if it is to be expanded, it will be easily determined that indifference to social problems prevails in all areas.

The importance of economic factors in this alienation of academicians who are the producers of scientific labor cannot be ignored. The precarious work makes itself felt in the academy, as in every field of work. Besides the question of whether or not the academician's salary is sufficient, whether the academician has a permanent job or not remains uncertain today. The criteria of appointment, the sufficiency of cadres and the necessary financial means for the young scientists to sustain their lives within the time period until they become academics create serious pressure on academics. For many reasons mentioned in the study, the production of academics is stuck in certain areas. Despite the increase in quantity and intensity in scientific literature, expansion does not cover every issue and the need for choosing popular topics continues to become the most important factor. The scientific method through which enlightenment thinkers have started to solve social problems and direct the future of society towards a more correct line is no longer interested in the problems of a large part of society.

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